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IEMA Releases New Preparedness Radio Spots Featuring Marion Ross of “Happy Days” Fame

Latest Spots Focus on Business Preparedness

SPRINGFIELD – Actress Marion Ross, who portrayed Marion Cunningham on the popular “Happy Days” TV series in the 1970s and 1980s, will be back on the airwaves in Illinois this fall.

Ross recently recorded four radio spots highlighting business emergency preparedness for the Illinois Emergency Management Agency (IEMA). The spots will be airing on radio stations throughout the state as part of IEMA’s preparedness campaign.

“Having a well-known celebrity like Marion Ross in our radio spots grabs people’s attention so they’re more likely to hear, and more importantly remember, the preparedness message,” said IEMA Director Jonathon Monken. “While these spots are done in a humorous way, they focus on the serious subject of business preparedness. Businesses need to have plans to protect their customers and employees, as well as to ensure they can get up and running quickly after a disaster.”

Ross previously recorded four radio spots that stressed the importance of having a home emergency supply kit and a family preparedness plan. Last September, she attended IEMA’s annual statewide emergency management conference and spoke to more than 1,200 responders about her involvement in the preparedness campaign.

“We were thrilled when Ms. Ross again made herself available to participate in promoting business emergency plans,” said Dennis Lyle, president of the Illinois Broadcasters Association. “She was so impressed with the many first responders she met while attending last year’s IEMA conference that she eagerly agreed to return to the recording studio to lend her exceptional talent to this latest series of emergency preparedness messages.”

The radio spots are part of a statewide broadcast campaign IEMA launched in 2008 in partnership with the Illinois Broadcasters Association. The campaign includes nearly 20 radio and TV spots covering preparedness for families, pets, earthquakes and businesses, as well as awareness of the signs of terrorism. The spots are also available on the Ready Illinois website at www.Ready.Illinois.gov.